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The first of the new Printzess models are just in. We know we had a treat for you and could hardly wait for the time when we could show you. Now that they are on the racks, we are more enthusiastic over them than ever and confirmed in our assurance that our garment department will be showing the brightest and prettiest versions of the new Fall styles that any of the markets have shown.

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The Real "Best Sellers"

By Frederic J. Haskin.

At the end of every year it is the practice of book publishers to go over their lists and to give to the waiting world the names of the "best sellers" for the last year. To have written a book that appears on this list is considered a very great honor; to have written more than one of the six is an achievement which very few have ever accomplished.

But there is an author who publishes his own books in Washington and who annually writes at least two "best sellers" which eclipse in sales any other publications in this country. True, his works are not classified under the head of "fiction," but they are intensely interesting, and the demand for them grows year by year until now the call for this author's work of four or five years ago is greater than it ever was and it is steadily increasing.

A Book on Meat. The author is Uncle Sam. Ask the average followers of literature what is the best selling book ever published in the United States and he will probably hazard guesses running all the way from "Uncle Tom's Cabin" to "Quo Vadis." He might possibly include "The Bible" in his attempt to answer your question. But the truth of the matter is that the best selling book ever published in the United States, judging by the length of time it has been available, is "The Economical Use of Meat in the Home," compiled and edited by the department of agriculture.

"Uncle Sam's Cook Book," as the volume is called by the hundreds of persons who write for it every day, is a hand-book on economy—an attack upon the high cost of living. It is selling at a minimum rate of a quarter of a million copies a year and when it is considered that the volume has been available for several years and that the circulation jumped to half a million copies when the book received a large amount of newspaper and magazine publicity a couple of years ago, it will be seen that its claim to be a "Best Seller" is a clear one.

But "The Economical Use of Meat in the Home" is not the only best seller that Uncle Sam has to his credit. There are at least a dozen other publications issued by the Department of Agriculture that top the hundred thousand mark every year, and will probably continue to sell at this rate for a decade to come.

A Thousand a Day. "How to Grow an Acre of Corn," and "Hints for Poultry Raisers" for example, exceeded the meat book's popularity last year, but they are more recent publications and therefore cannot be said to have withstood the test of time as well as the other book. But, even so, the Department of Agriculture averages nearly a thousand copies a day of these publications, in addition to the tremendous number of other publications prepared for those in need of them.

Other governmental best sellers, in the order of their popularity are: "Canned Fruits, Preserves and Jellies," "Canning Vegetables in the Home," "Poultry Management," "Canning Tomatoes at Home," "Preparation of Vegetables for the Table," "Standard Varieties of Chickens," "Pig Management," "Meats: Their Composition and Cooking," and "Meat on the Farm: Butchering, Curing and Keeping." Food, it will be seen, is the chief interest of those who patronize the largest book store in the world. To date, the Department of Agriculture has issued more than six hundred pamphlets relating to problems affecting the farmer. These range in interest from fish to forest, from cheese making to the cultivation of casaba melons, from barley to bees; they include treatises on unfamiliar subjects like lespedeza (Japanese) clover, sudan grass and soy beans and also authoritative information as to the best methods of preventing corrosion of wire fences, shipping eggs by parcel post, or the extermination of grasshoppers.

Prepared by Experts. One of the great reasons for the demand for Uncle Sam's publications is because every one of the six hundred or more bulletins has been prepared by an expert in the employ of the government, and the majority of them are illustrated with photographs made at the governmental experiment farms. The government countenances the publication of no theoretical works. Everything that is written has to be the work of an authority in that particular line, and every book and pamphlet is twice revised by other experts, thus assuring absolute accuracy upon all points. The price at which these authoritative publications are distributed ranges from a simple request for the book up to a dollar. This price depends upon the cost of production, Uncle Sam aiming to distribute his pamphlet without profit to the government. The farmer's bulletins are, as a rule, supplied at the cheapest rate.

The total cost of printing the publications of the department of agriculture during the past year, according to the report of Joseph A. Arnold, chief of the bureau of publications and Uncle Sam's managing editor, was \$624,501.73, of which printing and binding cost \$442,190.81. In return for this expenditure, the people of the United States received 25,691,692 copies of 1,152 bulletins, reports, circulars and pamphlets, bringing the average cost of each publication distributed to a little more than two cents, which is cheap enough when one considers the great amount of time and trouble which is lavished upon the preparation of every booklet that issues from the government's book store.

Farming Bibles. While every care is taken to insure the accurate distribution of these booklets and pamphlets, it often happens that a representative who hails from a rural district will use up his share of the farmer's bulletins within a short time after the opening of a session of Congress. There are many sections of the country, particularly in the middle West, where the government's publications

are looked upon as veritable farming Bibles, and no agriculturist would dare admit to his neighbor that he had not received a copy of the last word on intensive farming or the like. For this reason it behooves the congressmen to supply their constituents with these booklets, and the representatives of urban communities are often weighed by their country conferees to turn over to them their share of the bulletins which interest only dwellers in the open.

In this connection there is a story recently went the rounds of the halls of Congress concerning a representative of one of the congested sections of a big eastern city, who was approached by a congressman from the prairie district with the request that he deed over to him his share of the farmers' bulletins. The city congressman, being new at the game, agreed willingly, but a few weeks later, however, the representative of the tenement district came to the western congressman and withdrew his contribution of farmers bulletins.

"I received thousands of applications for these very publications," explained the city representative, "from persons in my district who claim that they read everything the government has published concerning farming and the like. I don't know, but I would be glad to see a blade of grass write me that they read these pamphlets with intense interest."

A High Tribute. When readers can obtain vicarious vacations through the medium of the printed page, a high tribute to the ability of the authors to visualize their subject. The government publications appear to be running the movies a close race for popularity.

The growth in the popularity of these bulletins is evidenced by the fact that the number of copies distributed through congressmen has increased in the past ten years from 4,000,000 to 8,000,000. The total number of bulletins of this nature distributed by the government during the past year was 14,500,000. Examination of the "best sellers" among the governmental publications discloses the fact that they are all couched in the simplest of language and are intended for the use and instruction of the average farmer as well as the novice in agriculture. While the student of the government's manual of cookery is required to use his eye merely for reading, the text being unbroken by illustrations, the majority of the other governmental publications are profusely illustrated, both by photographs and line drawings. At the top of a series of very clear photographs and the booklet which informs the curious "how to grow an acre of corn" contains a score of interesting illustrations. The various poultry pamphlets, which rank high among the best sellers, are also replete with illustrations, in addition to numerous tables of weights and other information essential to the obtaining of the best results.

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Five room, two-story frame, slate roof house, bath, front and back porches, four fire places, on a level lot 30x85 feet.

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One-half cash, balance in one, two and three years, or \$3,000 cash.

BROAD OAKS Waldeck Street.

Eight room, two story frame, slate roof house, finished in oak and pine, on a lot 40x135 feet.

PRICE \$4,250
One-fourth cash, balance in one, two and three years.

STONEWALL PARK ADDITION Southern Avenue.

Two five-room, slate roof cottages, hardwood finish, four fire places, good well, lots are 45 by 200 feet each.

PRICE \$3,600
for both, one-fourth cash, balance in one, two and three years.

NORTHVIEW Williams Avenue.

Five room, frame, cottage with composition roof, finished in oak, two fire places, front porch, well on the lot, near street car line, on lot 30x120 feet to an alley.

PRICE \$1,250
One-third cash, balance in one, two and three years.

JACKSON ADDITION

A ten room frame, slate roof house finished in oak throughout. This house has been built about one year and is an ideal location for boarding or rooming house, or is arranged for two families. The upstairs apartment rents for \$25 per month.

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SEVENTH STREET

Right near the new High school building, we have two houses that will be completed about September 1st. These houses are being well built and are very modern, will make you a good home and are right in town. Nothing cheap about these houses but the price.

\$3,700

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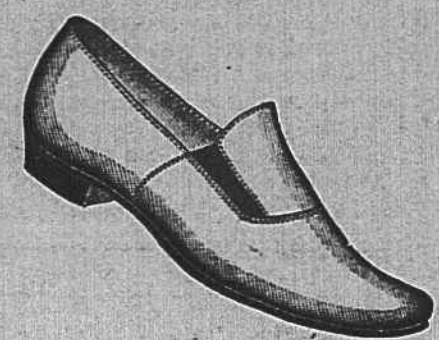
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